Partner Case Study:
Executech®, Inc.

As businesses grow, they begin to struggle with the inevitable lack of time, space or hardware to accommodate their ever changing needs. It becomes a risk to shift their focus away from their bottom line to tackle these needs alone. So what do businesses faced with these IT challenges do when they lack the time or know-how to overcome technical issues? They bring in Executech Utah, Inc.

Executech helps small to medium organizations elevate their business by transitioning their infrastructure and applications to the cloud. They do so by offering a full range of solutions from leading security vendors. As a result, Executech customers enjoy reliable service, streamlined management and improved IT security.

The Challenge

"Great customer service." Those aren't words you hear together often because that's just not often the case. But when choosing a SaaS provider, great customer support can be the deciding factor. The peace of mind you have knowing that when you have a question, you can reach out to a friendly receptionist, a knowledgeable support technician or an understanding sales rep is invaluable.

Erik Petersen
AppRiver Employee

So what's the problem? Why is *"great customer service"* the unicorn phrase? Because it only takes one bad experience to put a bad taste in a customer's mouth. It then takes 12 positive experiences to make up for that one negative, according

to Parature. That can be a dismissive tone, a cold transfer, long hold times, lack of expertise, etc. When a customer is already frustrated, it doesn't take much to push them over the edge of dissatisfaction. And with 63% of consumers highlighting service as the most important factor in their brand choice, they're taking note.

What's even more interesting is that, according to the most recent American Express® Global Customer Service Barometer, more than two thirds of consumers are actually willing to spend up to 14% more, up from 9% in 2010, on a product or service that is backed with excellent customer care. This shows how important a positive customer experience is for customers.

And that's just what Executech found by partnering with AppRiver and our Phenomenal Care™ philosophy.

The Solution

Recently, a potential customer contacted Executech late on a Friday afternoon with a critical problem. Their email had been down for two days and they were still without time sensitive emails after two companies failed to restore service. The customer was looking for help and offered to bring all their business to Executech if their email service could be restored by the following morning. The pressure was on for Eric Montague, President of Executech. And that's where AppRiver's Phenomenal Care™ took the reins.

Montague contacted AppRiver after normal working hours. Fortunately, AppRiver support was able to contact an out-of-office sales advisor, who promptly began formulating the plan of attack for

Executech. *"I called and explained the situation, but by then it was already 5:00 pm,"* per Montague. *"The sales engineers had gone home and we had about 150 PST files to get uploaded. It was a crazy mess!"* The AppRiver sales advisor was able to contact a sales engineer who was also out of the office. *"By 10:00 pm that night, all the users had been created, the FTP site had been set up and the PSTs were being uploaded. By Saturday morning, everything was done and the client was insanely happy."*

With the Phenomenal Care team accessible and ready to take action, Executech was able to add a new client by promptly restoring their business-critical email.

The Benefits

We believe what fuels our 93% customer retention rate is our Phenomenal Care approach to customer service. So how do we do it? According to Montague, *"I think the key to AppRiver's success is the fact that when we call, a live person answers the phone. That says more about a company than so many other things."* You can be assured that when you contact AppRiver via email, phone or live chat, you'll always be communicating with a US-based Apper who is fully trained and up to speed on our products, as well as the latest trends and technologies. No pressing 1 or 2, just a real person eager to help, which allows us to address your needs quickly and efficiently in just minutes, instead of hours, or even days.

But Montague understands that technology isn't flawless and that there can be hiccups. *"When we have experienced problems with any of our existing AppRiver services, everybody pulls out all the stops to get it working."* He believes that the real value and character of a company is not demonstrated when things are going smoothly but when things are going wrong. *"AppRiver works tenaciously to make sure that when something is wrong, they're remediating it and keeping people informed."*

AppRiver stands behind our award-winning customer support philosophy. We have been the proud recipient of multiple Stevie awards for customer service, as well as the Customer Service Institute of America (CSIA) International Service Excellence Award. This is such an honor for AppRiver because our entire company culture is centered around providing the best customer experience possible from the very first contact to "post op" support.

And with many customers to protect, knowing that AppRiver has their back, Executech can continue to provide premier cloud solutions with confidence.

"It always amazes me when I call. Everyone is excited and willing to help. It's so great to call in to work with somebody who knows how critical IT is and how critical it is to get people up and running."

Eric Montague, President
Executech Utah, Inc.